תעודות נטושות

מדינת ישראל

משרד ראש הממשלה

גנזך המדינה

הקונסוליה הכללית המצרית בירושלים

27

דו"ח שנשלח ע"י מיניסטריון החוץ המצרי עבור הקונסול בנושא: "Publicity and Propaganda Campaign"

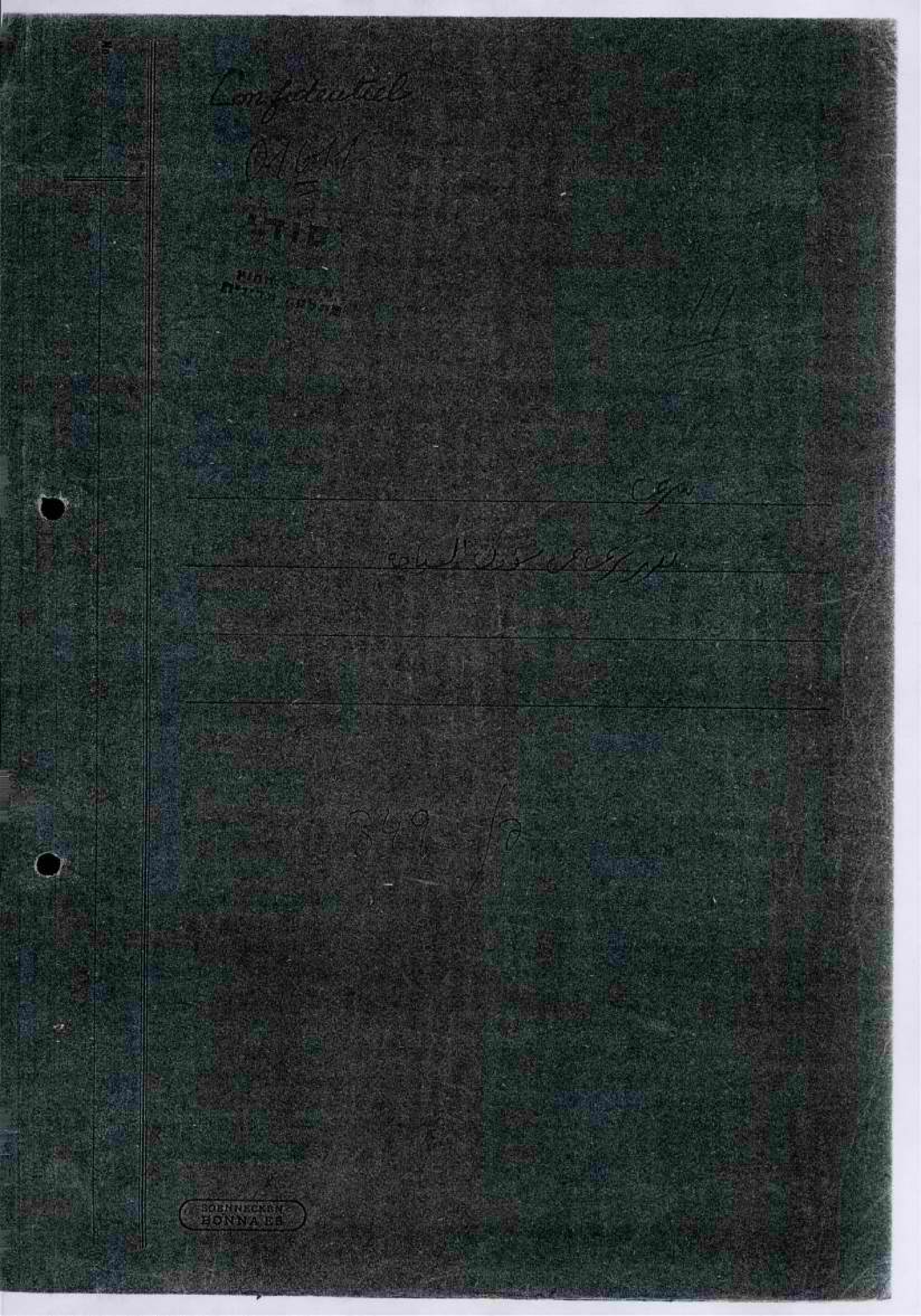
1/1943

שם הגנז

מחלקה

תיק מס' סימון מקורי = 1611

מיכל מס' מיכל מקורי = חפ 349


Confidentiel
SOENNECKEN
BONNA E8

وزارة الخارجية
ادارة الشئون السياسية والتجارية

تجاري
ملف رقم ١٣٠/ ١/ ٤٣

نشرة سرية

المفوضية
الى ـــــ الملكية فى ....
القنصلية

تتشرف وزارة الخارجية بان ترسل مع هذا بصفة سرية نسخة من التقرير الذى تلقته من جمعية تنشيط السياحة بمصر عن مجهود اتها فى موسم ١٩٣٤ـ١٩٣٥ .

مع وافر الاحترام "

٦/٥ مايو سنة ١٩٣٥
ف . س .

ROYAL EGYPTIAN CONSULATE
JERUSALEM

الحكومة الملكية المصرية
O. H. E. M. S.

His Excellency,
The Minister of Foreign Affairs,

CAIRO, EGYPT

TOURIST DEVELOPMENT ASSOCIATION OF EGYPT

ASSOCIATION POUR FAVORISER LE TOURISME EN EGYPTE

(PATRON: H. M. KING FOUAD I.)

REPORT ON THE PUBLICITY AND PROPAGANDA CAMPAIGN.

FOR SEASON 1934/1935

Personal for information of members only—not for publication

IMP. A. ENANI, CAIRE

1. The Report submitted by the T. D. A. Publicity Agents - Messrs. W. H. Smith & Son - on the Press Advertising, General Publicity, and Propaganda Campaign for 1934-1935 in Great Britain, the United States of America, and the Continent of Europe - not including France and Sweden - is so completely informative that there is little left to add to it. Such comments as are necessary will be made later in this review.

2. Attention must first be called to the Press advertising arranged direct by the Association, and not through its Agents.

France — The Paris Editions of the London Daily Mail and New York Herald.

Sweden — The "Svenska Dagbladet" of Stockholm.

In these newspapers, the Association cooperated by taking space in a series of composite pages devoted entirely to Egypt. The papers in their editorial columns, as well in their Travel Information Departments, supported the advertising handsomely. The Paris Daily Mail, particularly, was most prolific in its regular Egypt features, and the "Svenska Dagbladet" of Stockholm, not only in its editorial columns, but also by special window displays, contributed in the most helpful manner to the success of the campaign in Sweden and the neighbouring countries.

In connection with the stay of the Crown Prince of Sweden and his Royal Party in Egypt, the "Svenska Dagbladet" carried a large number of editorial articles descriptive of the attractions of Egypt. Furthermore, the paper arranged a Special Cruise to Egypt for its Swedish readers (in collaboration with, the Swedish American Line and the Nordisk Resebureau) on the m/s "Gripsholm" which brought many Scandinavian Tourists to this country. Another Egypt Cruise on the s/s "Stella Polaris" is being arranged by this newspaper for the Summer 1935.

3. There was a further development in the series of Informative Brochures, edited and published by the Association. A few years ago, the "Egypt and the Sudan" annual, and the coloured Nile Valley Maps, were the only publications issued, but to-day; in addition to these, the list comprises :-

"Winter in Egypt" brochure in English, French and German, giving complete details of the Combined Ticket (Europe-Assuan) arrangements, also NILE STEAMERS supplement, and Sailings leaflet.

"Hotels & Pensions" pamphlet with additional "Pensions" leaflet, giving the "high" and "low" season tariffs at all the principal Hotels and Pensions at

Port-Said, Alexandria, Cairo, Helwan, Maadi, Heliopolis, Mena, Luxor and Assuan. This pamphlet contains also the Official Customs' and Visa regulations affecting visitors, as issued by the Egyptian Government.

"Summer Vacational Tours" brochure giving complete details of summer fares, rates, and tariffs from Europe to, and in, Egypt.

"Egyptian State Railways' Services & Fares" leaflet giving complete details of distances, timings, and fares, over the E.S.R., and the connections with Palestine and the Sudan ; also Wagons-Lits Supplements.

"Steamship, Air and Rail fares" brochure giving all the principal Steamship Services from British and European Ports, with their fares to Alexandria and Port-Said : Rail fares from London and Paris, also Wagons-Lits Supplements to Mediterranean Ports : Air Services and fares to Egypt ; also the service and fares of the overland route to Cairo, by Simplon-Orient and Taurus Expresses.

"The Visitors' Vade-Mecum" brochure. A pocket companion, fully informative of the travel conditions that affect the visitor at all stages of his journey from Europe to Assuan.

"A Trip to Egypt and the Sudan" brochure, fully illustrating the features of interest from Europe to Khartoum. A photographic reproduction of a tour in the Nile Valley.

"L'Egypte Touristique" annual publication in French, edited by Mons. Antoine Assaf, printed and published in Egypt. Prepared in the same way as "Egypt and the Sudan" to stimulate interest and create atmosphere.

"What to pack for Egypt" pamphlet giving information to Ladies and to Men regarding the most suitable clothing to pack for an Egypt holiday tour.

"The Desert Cure" brochure. A study of solar radiation in the region of Assuan.

Distribution of Publications :	Copies distributed
Egypt and the Sudan - 1935 Edition	15,070
Egypt and the Sudan - 1934 Edition balance	3,000
L'Egypte Touristique	1,500
A Trip to Egypt and the Sudan	10,000
Summer Vacational Tours	5,000
Winter in Egypt-Combined Ticket Brochure	20,000
" " " (French Edition)	6,000
" " " (German ")	2,000
" " " (Explanatory Leaflet with Sailing Dates)	4,000
" " " Nile Steamer Supplements	3,500

	Copies distributed
Steamship, Air and Rail Fares	3,000
Hotels and Pensions	17,000
Additional Pensions Lists	2,000
Visitors' Vade-Mecum	2,700
Egyptian State Railways' Services and Fares	6,050
The Desert Cure	3,500
What to pack for Egypt	1,000
Photostat of all Informative Literature	2,000
Nile Valley Coloured Maps	1,000
Posters	2,500

This is an impressive and valuable list; and so helpful and informative is the material, that demands for the publications are being constantly received from all parts of the world.

4. It must not be overlooked, that, apart from the efforts of the Association, Egypt is rarely if ever out of the advertising pages of the principal newspapers and periodicals published in Great Britain and the United States of America. Considerable sums of money must be expended on advertising "Cruises" with optional excursions to Cairo, Luxor, and Assuan. Messrs. Thos. Cook & Son alone expended more than the Association last year in Great Britain on advertising their Egypt Services. Hence, the necessity for sustaining these efforts, by constant reiteration of Egypt's appeal.

Indirectly, interest is maintained by the distribution of photographs for illustrating pamphlets, brochures, etc, issued by various services desirous of featuring Egypt; for editorial support and articles by travel writers; lantern slides are frequently hired to lecturers: thus, everything possible is done to cooperate with any good effort by which Egypt can be made increasingly popular as a resort.

5. Whilst Cairo, as the Headquarters of the T. D. A. E. of Egypt, controls policy under H. E. Mahmoud Chaker Bey as President, and with the direction of H. E. Mohamed Taher Pasha as Chairman of the Executive Board, it is in London, New York, and Paris that the propaganda activities are given practical shape and expression.

In New York, the Hamilton, Wright Organisation, with Offices in the Rockefeller Center, carries out most conscientiously the work of stimulating

interest, supplying authoritative information, corresponding, lecturing, and generally bringing Egypt to America on behalf of the Association.

In Paris, Mons. Bianchi, although somewhat secluded at the Legation, maintains important personal contacts, and with the support of H. E. Fakhry Pasha, does everything possible, with few resources beyond his own enthusiasm, to keep interest in Egypt alive. Mons. Robert Vaucher, Managing Director of the Velox Pubicité, to whom is entrusted the Press Advertising Campaign in France, is unceasingly attentive to T. D. A. E. requirements.

Insufficiency of funds delays the organisation of activities in Paris. An imperative and urgent need is to link up that most important centre with London and New York, by the creation of an Information Bureau similar to that at 29, Regent Street.

In London, the Association has its own Bureau. In March 1934, the Office, which in 1929 had been installed at 60, Regent Street, was transferred to 29, Lower Regent Street. The Egyptian Government economized annually a sum of L. E. 2,500 by this change, and it is an unfortunate circumstance that this figure, an insignificant item in a Budget of L.E. 34,000,000, but representing 25 °/ₒ of the subvention to the T. D. A. E., should not have been available for development purposes.

Situated at the entry to Piccadilly, Regent Street, and Piccadilly Circus, in close proximity to Haymarket, Cockspur Street and Trafalgar Square, the Egypt Travel Information Bureau has probably one of the best positions in the West End of London, surrounded by Travel Agencies, Steamship Companies' and Railway Offices, and Government Travel Information Bureau, such as those of Austria, Germany, France, Spain, Switzerland, South Africa etc.

The work of the Bureau is most varied. Information is supplied on every conceivable aspect of travel to, in, and from Egypt. The utility of the Office arises from the fact that it is an impartial and unbiassed Official Information Bureau. It is expert, authoritative, and specialist. In short, through this Office Egypt is brought definitely and intimately to London.

It is difficult to assess the propaganda value of an Information Bureau, especially when the period of its existence coincides with a world-wide depression of unexampled severity. Nevertheless, it may be affirmed with certainty that the policy of installing an Egypt Travel Information Bureau in London has been fully justified. The Bureau is now the Central Office for the preparation and world-wide distribution of all propaganda and informative material, as well as for the control and supervision of the seasonal advertising campaign in Great Britain, the Continent of Europe, and the United States of America. It is fully

documented on all the varied enquiries that are made to it by letter, 'phone and personal call, not only in regard to Egypt, but also Palestine and the Sudan, and in this respect its information claims to be encyclopaedic. The bureau specializes in the most detailed information regarding Steamship, Air, and Rail services to and from Egypt and the Near East; the regulations affecting the traveller on disembarkation or embarkation at Egyptian Ports, such as Quarantine Dues, Customs, Visas, etc.; transportation to and from the Quays; the Egyptian State Railways' timings and fares; concessions, facilities, etc., as well as the connecting services and fares between Egypt and Palestine, and Egypt and the Sudan; the services of the International Wagons-Lits Co., — Pullman, Sleeping, and Restaurant Cars; the air services of the Imperial Airways, and the K. L. M., also the internal air services of the Misr-Airwork; the Nile Steamer Services of Messrs. Thos. Cook & Son Ltd., and the Anglo-American Nile and Tourist Co.; hotel tariffs and arrangements at Alexandria, Port Said, Ismailia, Suez, Heliopolis, Helwan, Cairo, Mena, Luxor, and Assuan; rates and amenities offered by the Pensions and Guest Houses; the fullest details in regard to living conditions at any time of the year, rents of flats, villas furnished and unfurnished, climate, temperatures, incidental costs, bus routes, motor roads, tram services, and other particulars too numerous and varied to be listed here.

In addition to the foregoing, the Bureau offers every encouragement to journalists, lecturers, and others by providing photographs, clichés and lantern slides for illustrating the written or spoken word. It cooperates with the Travel Agencies by providing material, such as "cut-outs", "metal bas-reliefs" "Coloured Maps" "Scenes in Water Colour", "Museum Models" etc., for building up attractive Egypt window displays.

Of great interest to Londoners, and also to visitors temporarily in London from all parts of the world, are the attractive displays of Egypt features in the large windows of the Bureau. These features are changed from week to week, and, whilst many are of topical interest, others are instructive, informative, and educative. Thus, throughout the year, in the West End of London, Egypt's claims as the ideal resort for Sunshine and Health, for Romance and Mystery, are not less clamorous and insistent than those of her competitors.

Statistical Information

6. The Association is not very well placed for collecting exact statistical figures in regard to the tourist industry. Last year a brochure was published giving such details as could be obtained from every source that could contribute

some useful fact or figure to illuminate this obscurity.

H.E. Hassan Sabry Bey, when Minister of Finance, in the course of a comprehensive survey of Egypt's Economic position in the Chamber of Deputies, stated that so far as invisible exports were concerned the tourist traffic in 1933 was worth L.E. 600.000 to Egypt, and referred to this industry as "Egypt's second great economic asset".

It may be safe to say that for 1934-35, when there has been a decided improvement, the benefit to Egypt has probably reached a figure of over L.E. 600.000, on the assumption that the number of visitors has exceeded 20.000.

Visitors may be divided into:-

Grade	Quality	Number	Estimated Value of invisible export	Average per head
A	Unlimited means	500	L.E. 100.000	L.E. 200
B	Adequate means	1000	,, 100.000	,, 100
C	Cruise passengers	7000	,, 210.000	,, 30
D	Quicktrip ,,	8000	,, 56.000	,, 7
E	Independent Visitor of moderate means	2000	,, 100.000	,, 50
F	Independent visitor supporting "Pensions"	2000	,, 50.000	,, 25
		20500	L.E. 616.000	

It is possible that these figures are the minimum, both as to numbers and "invisible export" value, and that the outside figures might be nearer 25.000 and L.E. 700.000.

The Travel Agencies in Egypt, the Hotels, Pensions, Egyptian State Railways, International Wagons-Lits, and the Banks, by pooling their inside information, could probably say to what extent these figures were wide of the mark.

The Statistical Department of the Ministry of Finance is splendidly organized to deal with the Census figures, and exhaustive data is available regarding Cotton and other commodities; so also is the flow of the Nile subjected to the most scientific analysis. It would appear to be a simple matter to create a system of return, by which a more accurate appreciation of Egypt's second great economic asset could be obtained.

Until a special section of the Statistical Department of the Ministry of Finance is organized to prepare official data, the only information on this important requirement of the Tourist Industry is that furnished by the T.D.A.E.

Egypt's accessibility

7. The assumption of a contributor to the "African World" that the greater the amount of money spent on advertising Egypt, the greater would be the benefit to its tourist industry, compelled the preparation of the following memorandum, the object of which was to call attention to the necessity for making Egypt more accessible. Egypt cannot expect great improvements in her tourist industry until every deterrent to her accessibility is removed.

MEMORANDUM

When critics too readily assume that increased expenditure on propaganda and publicity will produce such improved results as would more than justify the additional cost, it is obvious that they possess little knowledge of the conditions governing the movement of passenger traffic to and from Egypt.

There are certain factors working against the fullest development of the tourist industry in Egypt, and no amount of expenditure on a publicity campaign would overcome many existing difficulties.

In the forefront is the confused political and economic situation in Germany and America. In past successful tourist seasons these two countries have always contributed a substantial quota of the total number of visitors. To-day Germans cannot travel freely abroad; and it is a smaller percentage of Americans that are desirous of doing so. This temporary loss of some 20 % to 30 % in numbers cannot through advertising be made good from other sources.

Apart from the above, which, it is hoped is a passing phase, there are deterrents of a more permanent nature. These can be placed under three heads:

1) The difficulties experienced in obtaining comfortable steamer accommodation to Port-Said for the long sea voyage in September and October.

2) The difficulties experienced in obtaining guaranteed homeward passages from Port-Said in March and April.

3) The high cost of the short Mediterranean sea journey, involving the expensive overland journey to the Mediterranean ports.

In September and October, when the heavy seasonal bookings to India and the Far East are being given preference, even the residents of Egypt are only too well aware of the serious difficulties experienced in securing their return passage, for which many have registered months ahead. At this time of the year, it is hardly to be expected that a non-resident would pursue his quest for steamer accommodation, when the only response is to be placed on a waiting list.

In November and December steamer accommodation is not so limited but in these two months the public does not travel. Egypt has done much to offer these two climatically perfect months at greatly reduced fares and rates, but without any satisfactory result. The habits of the Western peoples cannot be so easily changed. Comparatively few will move away from their homes until after Christmas and the New Year.

In January and February, there are no booking difficulties outward and homeward, but anyone booking to Egypt in these two months, or earlier, and requiring a guaranteed return passage in March or April, cannot be given, except in very exceptional cases, anything better than a "registration". Thus, in March and April, visitors in Egypt are faced with precisely the same difficulties regarding their homeward bound passages as are experienced in the outward direction in September and October.

It must not be overlooked that at the very time of the year, that is to say, in the months of January and February, when steamer accommodation is offered freely to Egypt, the prospective visitor rather than face the tempestuous seas of the Bay of Biscay, which the long sea voyage to Port-Said entails, prefers the overland route to one of the Mediterranean Ports.

But this alternative, although shortening the journey, involves him in all the extra expenditure of long railway travel through countries on the gold standard.

These remarks are applicable to sailings to and from Port-Said. To Alexandria, although there are no direct sailings of the principal steamship passenger services from British Ports, there are the regular weekly sailings of the Messageries Maritimes from Marseilles, and the Lloyd Triestino (Flotte Riunite) from the Italian Ports. For the greater part of the year ample accommodation is available by these routes, but the rates London-Marseilles-Alexandria and return, or London-Genoa (or Trieste/Venice) - Alexandria and return, are not exactly attractive; as may be seen from the following statements of costs:

	First	Second
Return fare (Rail and Steamer) London-Marseilles-Alexandria	L.E. 74	L.E. 50
Sleeping Car Paris-Marseilles & vice versa	„ 8	„ 6
Porterage, Meals and Tips and stay at hotel in Paris for one night on return journey	„ 4	„ 3
For 11 days journey:	L.E. 86	L.E. 59

Return Steamship fare Italian Port-Alexandria	L.E. 60	L.E. 40
Rail Fare: London-Genoa or Venice & return	„ 19	„ 13
Sleeping Car Paris to Genoa or Trieste & vice-versa	„ 11½	„ 8
Porterage, Meals and Tips	„ 5	„ 4
For 9 days journey:	L.E. 95½	L.E. 65

These rates practically exclude Egypt from all but the well-to-do, and to-day this dwindling class looks askance at a journey which is going to cost from L.E. 8 to L.E. 11 a day, especially when the total cost represents expenditure which has to be incurred in proceeding to, and returning from, a holiday destination.

Carefully thought out campaigns of publicity and propaganda are essential. Egypt to-day is not the only country offering Winter sunshine, and the difficulties attendant on the unfettered movement to and from the country must be countered to some extent by an insistent appeal. On the other hand, it is important to recognize that the field of appeal must necessarily be limited, whilst the obstacles already mentioned hinder free movement.

8. There has recently been some progress towards remedying the deterrents of which mention is made above.

These remedies arise from two sources:

1. The increased number of Air Services.

2. The inauguration of Services between Alexandria and the Mediterranean Ports by Egyptian Steamship Services.

In regard to the Air Services, there are now five departures weekly from Europe for Egypt, and similarly five departures from Egypt for Europe. Extension of these services is foreshadowed, and Egypt will soon become a veritable Claphamjunction of the Air. Provided accommodation for the farthest distances, Australia, India, South Africa and the Dutch East Indies, does not shut out lower paying traffic to Egypt, these air services should rapidly advance in public favour for their convenience, rapidity, and reasonably competitive cost.

In regard to the Egyptian Steamship Services, these, if they canoperate unfettered by Conference arrangements, will create that competitive element which is so essential to break down the comparatively high cost of the Trans-Mediterranean steamer fares now prevailing, and will provide a means of getting to Egypt, at moderate cost, at seasons of the year, when outward from Marseilles, or homeward from Port-Said, it is practically impossible to secure accommodation.

9. What has now to be accomplished ?

Major requirements

1. The creation of Official Information Bureaux in Paris and Berlin.

2. The provision of an annual propaganda fund of not less than L.E. 20.000 for the conduct of a full-blooded campaign in Europe, Great Britain and the United States of America, with eventual extension to the Far East, Australia, India, Dutch East Indies etc., South Africa and South America.

3. Promotion and stimulation of every form of competitive transport that will make Egypt accessible to the large number of people whose means are inadequate to meet prevailing fares, rates, and tariffs.

4. Concurrently with the above, to make the necessary preparations for coping with the greater influx of visitors, especially in Upper Egypt.

5. To improve all roads, and develop these throughout Egypt for the benefit of motorists arriving with their Cars.

Minor requirements

1. To brighten and beautify the Capital.

2. To enhance the amenities of Luxor and Assuan, and to make the latter less desolate and unattractive than it is at present.

3. To encourage "Cruises" by adjustment of Port Dues.

4. To create a system of collective visa for Cruise passengers at a nominal charge per passenger.

5. To issue short term validity Antiquities Permits at correspondingly reduced charges.

6. To facilitate visits to the Cairo Museum. The treasures housed in the Museum being one of the principal attractions for visitors, should not be closed to them during the Winter Season on account of Government holidays. A better appreciation of this fact should be instilled into the Department of Antiquities.

7. To facilitate the payment of Quarantine dues on departure from Egypt. A system of collection might be arranged similar to that in force for passengers proceeding to Palestine, the quarantine dues being collected at the Railway Booking Offices. In the case of departures from Egypt, Travel Offices and other Selling Agencies, might be authorized to collect payment at the time the steamer passage ticket is being issued.

8. To facilitate the formalities required by visitors on arrival at Alexandria.

9. To remedy difficulties in connection with the issue of the Egypt visa on the Continent of Europe.

10. To consider reciprocal arrangements for interchange of free visas between such countries as Great Britain, Italy, Switzerland, France, Scandinavía, Holland, Belgium, Germany, Czéchoslovakia.

11. To remedy the irksome condition that requires visitors to submit their amateur efforts at taking moving pictures to the Film Censorship at the Ministry of the Interior.

The General Rules for Film Censorship in Egypt are obviously intended to safeguard the Country from having distorted representations publicly exhibited outside Egypt; and, also, to prevent the projection in public places in Egypt of Foreign Films containing anything of an objectionable character.

These Rules have been extended to the innocent visiting amateur photographer, who, with his miniature apparatus, desires to take away with him a more lively record of his stay in Egypt than is obtainable from the still photograph.

He may take an unlimited number of still photographs; but as soon as he reproduces his scenes and objects with the slightest movement, he is embarrassed by having to submit his negatives to censorship.

A very strong complaint of this requirement has been made by Mr. Charles A. Cooke and his wife, both Members of the Institute of Amateur Photographers in Gt. Britain, consisting of many thousand members, and of which the Duke of Sutherland is President.

Advertising results.

10. From November to January in response to the advertising in Gt. Britain and the Continent of Europe, there were received at the Egypt Travel Bureau, London.

1186 written requests for T. D. A. publications

Of these enquiries, 535 were directly traced to the different newspapers and periodicals used in the Press advertising campaign. The remainder gave no indication of the source which had prompted enquiry.

Messrs. Thos. Cook & Son Ltd. ingeniously linked up their advertising campaign with that of the T. D. A., resulting in many enquiries reaching their offices.

This policy of cooperation enhances the value of the advertising, because, by occupying larger spaces, the factor of wastage is correspondingly reduced.

The T. D. A. is always prepared to advise any of its members of its schedules when approved, so that if they desire to cooperate in the building up

of composite pages their participation would be welcomed.

In the United States of America, and in France, there was a similar flow of enquiry, and both Mr. Hamilton Wright and Mr. Robert Vaucher have reported on the success of the press campaign in their respective territories.

Both in Gt. Britain and the United States of America, close personal contacts are maintained between the Association's representatives and the different services interested in the movement of traffic to Egypt.

Mr. Hamilton Wright has paid his third visit to Egypt in four years, and has recently covered Palestine, and the Sudan as far as Juba, thus refreshing his impressions, and returning to New York fully equipped for the 1935-36 campaign.

It is necessary to pay a tribute to the unfailing courtesy and assistance that is readily given to T. D. A. representatives by the Senior Officers of those Firms-Members of the T. D. A. - with Headquarters outside Egypt.

As the Association continues its activities without interruption, it must now have built up a very considerable world-wide connection, each unit of contact being in a state of Egypt-mindedness. This is a valuable asset, which will disclose itself when the world returns to normality, and traffic moves freely again.

The Technique of Advertising Egypt

11. From time to time Egypt's contribution for advertising her attractions has been compared unfavourably with the substantial allocations made by France and Italy for the same purpose.

Whilst there can never be any comparison between the restricted field of appeal permitted to Egypt, and the infinitely larger range enjoyed by the Continental countries, with literally hundreds and thousands of potential visitors across their borders, it is astonishing that efforts, such as France, for example, has made since 1928-29 should have resulted so unsatisfactorily. In a debate on the crisis in the French tourist industry in the Senate on the 12th. February 1935. it was revealed that the number of visitors to France had fallen of by 1,500,000 during the past seven years. Egypt, on the contrary, can claim to have been comparatively successful in maintaining her popularity.

The assumption, so easily made, that the more you spend on advertising the more likely are you to achieve success, should not during the existing economic crisis be accepted without question. So far as Egypt is concerned this applies with special force. The factors constantly operating as deterrents are too formidable to be ignored entirely.

There is a definite technique for advertising Egypt, and as "The Spectator" in its issue of the 28th. December 1934 remarked "The art of advertising is not a simple matter of counting up heads ..... It is a matter of distinguishing the right heads, and acting in awareness of the fact that a thousand of one kind are worth a hundred thousand of another ...... If you pay for a placard or a hoarding which will be seen by a million people, you will have bought very nearly a million effective publicity units, but if you are advertising something that can be taken up by only 1,000 out of the million, you have paid for 999,000 publicity units which are of no value"

Report submitted by Messrs: W. H. Smith & Son Ltd. London (Publicity, Agents for the T.D.A. of E) on the Press Advertising Compaign in Gt. Britain, the United States of America, and the Continent of Europe (not including France and Sweden).

The allocations available for the various countries were utilised to obtain the highest possible degree of efficiency by selecting and dissecting the possible markets, choosing the appropriate media, and adjusting the « copy » appeal accordingly.

MARKET LIMITED TO PEOPLE OF LEISURE AND MEANS.

The appeal is limited to the section of the population having the means to take advantage of the opportunities which Egypt offers.

The class, therefore, which defines our «market», includes those in Great Britain whose earnings amount to over Lst. 1000 par annum. The percentage of the total population which this class represents is roughly 1 o/o. This figure is representative of all countries covered by the present advertising campaign.

Yet even this percentage must be still further sub-divided. Egypt is some considerable distance from England and Western Europe, and although a man may be in a position to afford a holiday there, unless he has sufficient leisure it would be impossible for him to undertake the journey.

These two factors therefore — «the wealth» factor and the «leisure factor suggest that our « market » is mostly composed of people under the following headings : —

Professional men
Heads of businesses
Civil Servants
Retired people
People of independent means.

This further definition of our «market» suggests, too, that it is composed of middle-aged and elderly people. (This point, however, will be enlarged upon later under the beading «Copy Appeal»).

« MARKET » APPROACHED THROUGH HIGH CLASS MEDIA.

In order to reach the greater proportion of this class, and to eliminate, as far as possible, any chance of wasted effort through appealing to people outside the « market », the advertising was limited exclusively to high class media ; but we were compelled to take space in a wide selection, owing to the scattered nature of our « market ».

In our selection of this media we were guided by our intimate knowledge of publications of all kinds. The list of papers chosen assured our reaching almost every single member of our « market » — yet despite careful selection even this media was too general in its appeal. Our «market» was limited to 1 o/o of the population, yet our media circulation was reaching, on an average, 2 1/2 % of the population. 1 1/2 % of our circulation therefore was composed of people who could not afford a holiday in Egypt, either through lack of money or time.

SECOND SIFTING

A second sifting was therefore necessary to eliminate unavoidable waste circulation, this was accomplished by the construction of the advertisements themselves.

Firstly : by the unobtrusive offer of literature — which meant that only those who were genuinely interested, and who took the trouble to read the advertisements, would apply ; mere coupon clippers and seekers after something for nothing being defeated.

Secondly : by the «copy» appeal itself.

« COPY » APPEAL.

As we have mentioned above the vast majority of our « market » is composed of middle-aged well-to-do people. — When this type of person decides to winter abroad, they seek two things, « Health » and « Sunshine ». Younger people more often prefer winter sports, or those resorts not so far distant as Egypt.

In our advertisemests therefore we aimed not so much at youth but at the elder generation, and the theme which we featured strongly in every advertisement headline was « Egypt for Sunshine and Health ».

In this way we gained the immediate interest of the readers, an interest which we cultivated through the carefully prepared argument in the main « copy » of the advertisements.

A secondary point which we mentioned was the question of cost. This was included to counteract the general conception of Egypt as an expensive holiday resort. We also introduced a reference to « combined tickets». Further, to emphasize the fact that the Egypt Travel Bureau was an official and authoritative information bureau, and that no tickets were sold there, we re-styled the title at the foot of the advertisements as « Egypt Travel **Information** Bureau ». We believe that this restyling of the title was largely responsible for the increased number of personnal callers at the London Office.

One exception which we made to the general « copy » theme of « Health » and « Sunshine » was in the American advertising. Here the appeal which we featured was that of «Antiquity» with «Sunshine and Health» as secondary features.

PRODUCTION WORK

In addition to the production of advertisements, art work and editorial « write-ups » etc. three folders were designed and printed. Each of these folders covered a separate subject, and their titles were : —

«Summer Vacational Tours»

«Hotels and Pensions»

«Winter in Egypt»

In the latter the cover design was the work of Adrian Hill, R.A.

A new letter heading was designed and printed. Several show cards were produced for exhibition purposes. Circularising was also arranged, and the distribution and display of « Egypt and the Sudan » was carried out, through 300 of our Bookstalls.

(A.) GREAT BRITAIN

Total population 46,000,000

Potential market 400,000 (100,000 with incomes above Lst. 2000.
(300,000 » » above Lst. 1000.

Number of insertions : preliminary campaign
and «smalls» 33
general advertising 110

Circulation. approx. 1,100,000

Media :

«OBSERVER»
«SUNDAY TIMES»
«DAILY TELEGRAPH»
«TIMES»
«MORNING POST»
«MANCHESTER GUARDIAN»
«YORKSHIRE POST»
«LIVERPOOL POST»
«BOURNEMOUTH ECHO»
«GLASGOW HERALD»
«EDINBURGH SCOTSMAN»
«PUNCH»
«TATLER»
«SPECTATOR»
«JOHN O'LONDON»
«LISTENER»

Additional media :

«BLUE PETER»
«NEWS-CHRONICLE»
«WORLD RADIO»

This choice of media made certain that the whole market was covered completely. Any excessive circulation was sifted, as previously explained, by the construction of the advertisements themselves.

Circularizing. One innovation which we introduced as a test of its effectiveness was the circularizing of a number of wealthy prospects from W. H. Smith & Son's specially selected list. Only 1,000 addresses were mailed on this occasion, as the mailing was carried out more in the nature of a test. Yet the results which were obtained from this special list were encouraging, and suggested that an extension of this method might be seriously considered as part of the next year's scheme.

DISTRIBUTION OF «EGYPT AND SUDAN»

Showcards, size 15" × 10", advertising «EGYPT AND THE SUDAN», were dispatched to 300 of our principal bookstalls, and displayed prominently on Railway and Underground stations throughout Great Britain. This display was continued for nearly four months, and through co-operation with other of our departments we were able to arrange for this display without charge being made. The usual rate for this

type of display is 7/6d. per card per week. Altogether 1,325 copies were despatched for distribution through all bookstalls displaying show-cards, and out of this number 60 % were sold at the retail price of 6d, each. This sale and distribution of 868 copies through the bookstalls provided us with an extremely valuable method of propaganda as the results achieved clearly demonstrate.

EDITORIAL SUPPORT

Good editorial support was obtained from most papers carrying the advertisements.

VACATIONAL TOURS

A short summer campaign was run in England to popularize Summer Vacational Tours in Egypt, amongst School Teachers. The advertisements appeared in: —

«EDUCATION»
«SCHOOLMISTRESS»
«TEACHERS WORLD»
«SCHOOLMASTER»
«SCHOOL GOVERNMENT CHRONICLE»
«TIMES EDUCATIONAL SUPPLEMENT»

Number of insertions: 14 including «smalls» in «DAILY TELEGRAPH», Special literature was mailed to the principals of all important schools throughout the country.

The theme which we emphasized in this short campaign was Egypt's antiquity and the opportunity of visiting ALEXANDRIA, PORT SAID, and CAIRO during the Summer holidays when fares and tariffs were reduced.

(B.) UNITED STATES OF AMERICA

Total Population 122,776,000
Potential Market about 1 o/o of total population
Total Number of insertions 77
Circulation 2,800,000
Media:
«TOWN & COUNTRY»
«SPUR»
«FORTUNE»
«COUNTRY LIFE»
«NEW YORK TIMES»
«NEW YORK HERALD TRIBUNE»
«CHICAGO TRIBUNE»
«CHRISTIAN SCIENCE MONITOR»
«WORLD TELEGRAM»
«WASHINGTON TIMES-HERALD»
«BROOKLYN EAGLE»
«NEW YORK SUN»

When allocating the scheme for U.S.A. we were guided by reflections

similar to those mentioned in «A» so far as the field to be covered was concerned. More use of daily papers was made here too, and 3" s/c layouts formed the major part of the campaign. Thus a considerably increased number of insertions was possible. To afford an opportunity of inserting more detailed «copy» and also to strengthen the reiterative value of the repeated small spaces, one or two 6" d/c announcements were interspersed. The layout of the advertisements was standard throughout and designed to appeal to the American interest in historical monuments, etc., and at the same time to create a well known mark by using a typically Egyptian illustration. The physical benefit to be gained from the sunshine in form of ultra-violet radiation was not neglected in the appeal, however, and was made the chief point of the «copy».

To widen the coverage, and also to take advantage of their longer life, four good class illustrated magazines were included. The layout here was a composite one to show the historical side of Egypt, and also to hint at the facilities for sport. The «copy» completed the appeal illustrating all sides of the attraction of Egypt. From early reports the campaign has been very successful.

In collaboration with M. Hamilton M. Wright all papers were kept supplied with suitable editorial matter, and reasonable success in this way was enjoyed.

(C.) CONTINENT OF EUROPE

The advertising covered Holland, Switzerland, Norway, Czechoslovakia and Denmark.

Although the general percentage of the «Potentials» is about 1 % the complete coverage of this wealthy class is usually accompanied by a somewhat higher wastage in smaller countries. We have, however, through our experience of media and conditions abroad almost eliminated this factor. We decreased the number of media which were used previously, but increased the number of insertions in media with a high number of potential readers.

«COPY» APPEAL

The «copy» appeal was suited to particular needs. As in practically all Continental countries the historical associations of Egypt form a great attraction in addition to the strong desire for sunshine in winter, the illustrations were varied, and from that angle «Sunshine» as well as «Antiquity» were featured equally.

The general note of the «copy» however was not that of «Sunshine» and «Health». The advantages of combined tickets were adequately stressed, as in several of the Continental countries the favourable rate of exchange is now as incentive to travel to Egypt with its currency linked to sterling. This policy resulted in increased reponse in practically every case and proved to be fully justified. The sizes of the advertisements varied according to requirements so as to obtain a maximum number of insertions for the allocations available.

EDITORIAL SUPPORT

All the papers carrying the advertising were suitably reminded of this with satisfactory results.

DETAILS OF THE SCHEME ON THE CONTINENT :

HOLLAND

Total Population 8.032.000
Potential market. Approximately 1 % of total population.
Total number of insertions 34
Circulation. Approximately 400.000
Media :
«WERELDKRONIEK»
«PANORAMA Onsland»
«HAAGSCHE POST»
«ALGEMEEN HANDELSBLAD»
«DE TELEGRAFF»
«NIEUWE ROTTERDAMSCHE COURANT»
«TIJD»

SWITZERLAND

Total Population 4,150,000
Potential market. Approximately 1 % of total population.
Total number of issertions 23
Approximate circulation of papers used : 150,000
Media :
«NEUE ZUERCHER ZEITUNG»
«BUND»
«NATIONAL ZEITUNG»
«GAZETTE DE LAUSANNE»
«JOURNAL DE GENEVE»

NORWAY

Total Population 2.810.000
Potential market. Approximately 1 % of total population.
Total number of insertions 10
Approximate Circulation of papers used. 130,000
Media :
«AFTENPOSTEN»
«TIDENS TEGN»

CZECHOSLOVAKIA

Total Population 14,723,000
Potential market. Approximately 1 % of total population.
Total number of insertions 12
Approximate circulation of papers used : 100,000
Media :
«PRAGER TAGBLATT»
«NARODNI LISTY»
«SALON»

DENMARK

Total Population 3,573,000
Potential market. Approximately 1 % of total population.
Total number of insertions 14
Approximate Circulation of papers used. 220,000
Media :
«BERLINGSKE TIDENDE»
«POLITIKEN»
«TIDENS KVINDER»

OBSERVATIONS

By entrusting the complete International Campaign to us its working was greatly simplified. We firmly believe that this centralized control greatly increased its effectiveness. One advantage which we offered was that all production work was done under the one roof. Advertising, art work, direct mail list, printing, sign-writing, etc. Such co-ordinated effort showed a saving of time and money, and added to the smooth working of the campaign. Through co-operating with other departments of our organization we were fortunate in being able to offer free display and distribution of the Annual «EGYPT AND THE SUDAN». The remarkable success with which this met on our bookstalls gives added value to the close service which we have offered to you throughout the whole campaign.

PUBLICITY IN FRANCE YEAR 1934/1935
THROUGH VELOX-PUBLICITE, PARIS

Advertising in		
L'ILLUSTRATION	1 page	Fcs. 18500
MIROIR DU MONDE	6 — 1/4 pages	7500
FIGARO ILLUSTRE	2 — 1/2 pages	5000
	and 1 — 1/4 page	
VU	5 — 1/4 pages	7500
VOGUE	1 — 1/2 page	3500
L'EGYPTE de Paul Cloet (Editorial, etc.)		1000
Blocks		3000
	Total	Fcs. 46000
	or L.E.	600

Report of Velox Publicité on their propaganda work :

« Nous venons de terminer la petite campagne de propagande pour le tourisme. Nous recevons tous les jours, depuis quatre mois, des demandes de documents et de renseignements auxquelles nous répondons par retour du courrier. Celà prouve que, malgré le peu de moyens dont nous disposons, la publicité a porté ».

« J'ai pu également, à plusieurs reprises, communiquer à des confrères des photographies d'Egypte et, d'accord avec S.E. Fakhry Pacha, nous avons fait cette année tout un effort de propagande égyptienne au moyen

de nombreuses conférences qui ont été organisées sous les auspices de la Légation. Malheureusement, en face de l'effort considérable qui est fait par de nombreux pays de soleil, l'Espagne, les îles Baléares, l'Italie surtout, notre campagne parait bien mesquine.

J'espère que l'an prochain, nous pourrons faire mieux.

« Nos nouveaux bureaux d'Al Ahram et de Velox Publicite, installés au dessus du Fouquet's, sont en plein centre touristique, et nous recevons actuellement, de nombreuses visites de personnes tentées par un voyage en Egypte, auxquelles nous remettons ce que nous avons comme documentation ».

« Je regrette toujours de n'avoir pas plus de choses en Français, car les gens ne comprennent pas pourquoi l'Italie, l'Espagne, la Suède la Norvège, l'Allemagne, l'Autriche qui font actuellement de gros efforts pour attirer des touristes, leur donnent des Brochures et des documents en Français, tandis que pour l'Egypte, les plus belles publications sont en Anglais ».

BY ARRANGEMENTS MADE DIRECT :

Through « Continental Daily Mail » Paris.

10 advertisements during
November & December 1934
and January & February 1935 .... Lst. 100

Through «The New York Herald» Paris Edition.

10 advertisements during
Nov. & Dec. 1934
and Jan. & February 1935 .... L.E. 50

Through «Chicago Tribune», Paris Edition.

3 advertisements
during November 1934 .... L.E. 13

L'Egypte Touristique » 1500 copies .... L.E. 100

« L'Egypte Touristique » 1500 copies .... L.E. 100

TOTAL EXPENDITURE FOR FRANCE .... L.E. 861

REPORTS

submitted by ZAKI Eff. BOULOS

ON HIS MISSIONS TO THE WEST OF ENGLAND, STOCKHOLM AND PARIS, AS TRAVELLING DELEGATE OF THE T. D. A. OF EGYPT.

FROM BRISTOL.

Monsieur le Secrétaire,

Vous avez bien voulu me déléguer, de la part de la T. D. A .E., pour assister à la réunion organisée par l'Association des Etudiants Egyptiens, à Bristol, le 7 Décembre 1934.

Je me suis fait un plaisir d'accepter cette mission, malgré que mon voyage pour Stockholm était fixé au préalable pour le lendemain 8 Décembre.

Conformément à votre désir, j'ai pris avec moi plusieurs publications de la T. D. A. E., ainsi que l'appareil de projections stéréoscopiques, afin d'éviter les frais de location d'un autre appareil à Bristol, dont le prix variait entre 8 et 20 shillings.

A mon arrivée à Bristol, je fus reçu par El Shurbagui Effendi, Secrétaire de l'Association des Etudiants, qui me conduisit à la salle des réunions (Victoria Room), destinée à la réception organisée par la dite Association.

Devant m'improviser opérateur, pour la circonstance, je me suis mis aussitôt en devoir de mettre au point l'appareil de projection et d'essayer les vues d'Egypte que vous aviez envoyées au préalable à El Shurbagui Effendi, ainsi que celles appartenant à l'Association Egyptienne de Bristol.

A 5 h. 30 la réunion fut ouverte sous la présidence du Recteur de l'Université et en présence de nombreuses personnalités de Bristol et de quelques centaines d'étudiants et étudiantes, auxquels fut servi un thé offert par l'Association Egyptienne.

La projection des vues d'Egypte dura environ 50 minutes et fut très goûtée par les auditeurs.

Plusieurs brochures et pamphlets de la T. D. A. E. furent distribués aux personnes intéressées au tourisme et j'ai saisi l'occasion pour donner à l'assistance une idée des prix actuels des voyages et séjours en Egypte. La plupart des auditeurs s'imaginaient encore que notre Pays ne peut être abordé que par des millionnaires.

Ils furent étonnés d'apprendre les prix très raisonnables qu'on leur offre pour un si beau voyage.

Devant rentrer le soir même pour Londres, afin d'être prêt pour le voyage de Stockholm le lendemain, je n'ai pas eu la possibilité de visiter les différents bureaux de voyages de la ville. Mais je suis certain que vous pouvez charger l'Association des Etudiants Egyptiens là-bas de n'importe quelle commission concernant le tourisme ; ils m'ont, en effet, affirmé qu'ils se feraient un plaisir de coopérer à la cause de la T. D. A. E. et à ce propos, je fais mienne votre idée au sujet de l'utilité qu'on peut tirer de l'activité des étudiants égyptiens disséminés dans les grands centres de la Grande-Bretagne tels que : Oxford, Cambridge, Manchester, Birmingham, Bristol, Liverpool, etc... etc...

Ces jeunes étudiants sont pleins d'énergie et d'enthousiasme pour leur pays et ne demandent que l'occasion de le servir.

D'autre part, tous les bureaux de voyages et agences de tourisme, comme j'ai eu l'occasion de le constater par la suite, veulent bien posséder toutes nos publications, afin de pouvoir donner les détails au sujet des voyages et séjours dans notre Pays qui jouit partout d'une sympathie toute particulière.

Il me semble donc qu'une visite à ces différents centres s'impose pour la saison prochaine, afin de documenter ces jeunes étudiants et diriger leurs énergies vers le service de notre cause tout en stimulant l'intérêt des bureaux de voyages par le contact direct qui, très souvent, a plus d'efficacité qu'une simple correspondance.

En terminant, je me fais un plaisir de vous remettre une photo prise à cette réunion et reproduite dans les quotidiens de Bristol, ainsi que 50 vues stéréoscopiques offertes à l'Egypt Travel Bureau par l'Association des Etudiants Egyptiens de Bristol en guise de reconnaissance pour la promptitude et l'empressement avec lesquels ils ont reçu tout ce qu'ils vous avaient demandé. En plus, ils ne s'attendaient pas à recevoir un délégué de la part de la T. D. A. E. et mon arrivée là-bas, presque à l'improviste, fut appréciée par tout le monde.

Ils m'ont prié de vous présenter leurs remerciements pour l'assistance qu'ils ont reçue de vous et pour l'occasion que vous leur avez donnée de servir leur pays tout en rehaussant l'éclat de leur cérémonie égyptienne.

FROM STOCKHOLM

Monsieur le Secrétaire,

Ma deuxième mission en qualité de délégué de la "TOURIST DEVELOPMENT ASSOCIATION OF EGYPT" m'a appelé en Suède. Le séjour de trois semaines que j'y ai fait m'a donné l'occasion de constater que cette visite était nécessaire.

Arrivé à Stockholm le 9 Décembre 1934, je me suis mis en communication avec Mr. Henrickson, Directeur du Bureau de la Presse au Ministère des Affaires Etrangères, ainsi qu'avec le Komonondörkapten Peyron, Président de l'Office National du Tourisme de Suède, qui ont tous deux bien voulu me prêter leur concours et faciliter ma mission dans leur Pays.

M. Henrickson a avisé les journaux de Stockholm de mon arrivée, et m'a mis en contact avec les représentants des plus importants quotidiens de la capitale, auxquels j'ai développé les avantages qu'offre un voyage en Egypte. Ils ont reproduit mes données en bonne place. Ci-joint quelques coupures.

Le Komonondörkapten Peyron m'a ensuite présenté aux Directeurs des Bureaux de Tourisme suivants:

WAGONS-LITS COOK
NORDISK RESEBUREAU
SVENSKA ORIENT LINE
SVENSKA AMERICA LINE
BENNET RESEBUREAU
NYMAN & SCHULTZ

Ces Messieurs ont bien voulu me mettre au courant du mouvement touristique suédois vers l'Egypte ainsi que des difficultés que rencontrent les touristes voulant se rendre dans notre Pays.

Il résulte de ces différentes entrevues, que la Suède offre un champ vaste pour la propagande touristique égyptienne mais que celle-ci demande à être intensifiée. Le Suédois, même de fortune moyenne, aime voyager, et les rigueurs de l'hiver le poussent de préférence vers les pays de soleil. Le plus souvent, il se rend sur la Côte d'Azur, aux Iles de l'Afrique Occidentale ou en Italie; plus rarement en Egypte ou en Palestine.

Or, en comparant les frais respectifs qu'entraîne chacun de ces voyages, il apparait qu'un séjour en Egypte, surtout après la dévalorisation de la livre égyptienne, est plus avantageux qu'un voyage en France ou en Italie. Le touriste suèdois a pourtant l'impression, basée sur une vieille réputation, que l'Egypte est de loin le pays le plus coûteux et à la portée seulement de grosses fortunes.

Le séjour fait par Leurs Altesses Royales de Suède, en Egypte, cet hiver, contribue également à mettre notre Pays à l'ordre du jour, et un voyage en Egypte est devenu aujourd'hui de mode dans les millieux aristocratiques.

L'œuvre touristique que nous pourrions entreprendre en Suède souffre, malheureusement, d'une grave lacune: l'absence d'un représentant égyptien à Stockholm.

Les personnalités les plus diverses avec lesquelles j'ai eu l'occasion de m'entretenir, ont été unanimes pour déclarer que la création d'une représentation (diplomatique, consulaire, ou touristique) serait le point de départ le plus important de toute propagande.

L'industrie touristique occupe actuellement une place prépondérante dans l'activité des peuples; chaque pays cherche, par tous les moyens, à attirer le plus grand nombre de touristes, source de richesse.

Et tandis que, de toutes parts, des avantages et des facilités sont accordés aux touristes suèdois sous forme de suppression de visas, réductions de tarif des chemins de fer allant jusqu'à 70 % réduction des taxes de port sur les bâteaux amenant des touristes, afin de les garder le plus longtemps dans ces ports, le voyageur scandinave, pour se rendre en Egypte, doit envoyer son passeport à nos Consulats de Berlin ou de Hambourg pour l'obtention de son visa.

D'autre part, il m'a été dit que ces Consulats font des difficultés pour accorder leur visas et exigent, dans la plupart des cas, des documents et des lettres de crédit qui pourraient décourager les touristes et les décider à fixer leur choix sur l'un des autres pays qui les invitent et leur offrent toutes sortes de facilités.

En ce qui concerne les droits de port (harbour duties), le Konsul Axel Jonsson, Administrateur de la Svenska America Line m'a donné comme exemple les droits qu'il avait à payer pour un séjour d'une semaine du "Gripsholm" dans le Port d'Alexandrie; ces droits se sont montés, parait-il, à un moment donné, à 12.000 coronnes suèdoises.

Il serait très désireux que la T. D. A. E. use de son influence auprès du Gouvernement, afin d'obtenir une réduction des taxes suivantes :

1 — VISA DES PASSEPORTS. S'il n'est pas possible de supprimer cette taxe complètement, à l'instar des autres pays établir, du moins, un visa spécial, à moitié prix, pour les touristes.

2 — DROITS DE PORTS sur les bâteaux amenant des touristes.

3 — TAXE pour la visite des antiquités ; il est exagéré de faire payer un groupe comme celui du Gripsholm ou de la Stella Polaris 300 ou 400 Livres rien que pour visiter les ruines de la Haute-Egypte, surtout si l'on tient compte que le touriste étranger, en Suède, est exempté de tous droits d'entrée aux Musées et lieux d'antiquités auxquels est assujetti le visiteur suèdois.

4 — DROITS DE QUARANTAINE et DROITS DE DOUANE. Les supprimer et les ajouter sur les billets de chemins de fer, comme cela se fait partout, afin de ne pas exaspérer le touriste à son premier contact avec l'Egypte par de petites réclamations qui lui laissent une impression désagréable.

Malgré ces difficultés, les directeurs des bureaux de voyages sus-mentionnés sont optimistes en ce qui concerne l'avenir du tourisme en Egypte. Les croisières habituelles comprenant un certain séjour dans notre Pays rencontrent toujours le plus grand succès et, de toutes parts de la Scandinavie, des demandes d'adhésion affluent sur ces croisières.

Toutefois, sans essayer de diminuer l'intérêt de ces croisières, il est certain que le touriste isolé qui fait son voyage par ses propres moyens et passe en Egypte une durée souvent plus longue que celle des croisières, est beaucoup plus intéressant pour nous.

Or, pour toucher ce touriste et le décider à bénéficier des prix très raisonnables que lui offre la T. D. A. E. il est indispensable d'entreprendre notre dublicité dans les Pays Scandinaves sur une plus large échelle. C'est surtout l'avis de M. Henrickson qui a bien voulu dresser la liste ci-incluse des journaux les plus intéressants pour notre publicité, par ordre d'importance. M. Henrickson estime aussi que notre publicité doit comporter plus d'illustrations et de chiffres, que de textes. Il a insisté sur le point que "le plus court croquis vaut mieux qu'un long discours".

En ce qui concerne la saison en cours, j'ai essayé de combler les lacunes de publicité, durant mon séjour, à l'aide des différentes vitrines que les directeurs des bureaux de voyages ont bien voulu consacrer gracieusement à l'Egypte sur ma demande, et par la profusion des publications que j'ai distribuées à toutes les Agences, aux principaux Hôtels et aux personnes que j'ai su être intéressées par le tourisme en Egypte.

Quant à Mlle Birgitte Sparre, à qui la T. D. A. E. avait accordé certaines facilités durant son séjour en Egypte, elle vient de publier un livre sur l'Orient,

et l'Egypte en particulier, abondamment illustré. Je ne doute pas que cette œuvre constituera une belle propagande pour notre Pays.

Conformément à votre désir, je me suis rendu à la Légation des Etats-Unis et j'ai donné, à Miss Elsa Jonn toutes les indications et informations utiles pour son voyage en Egypte.

A mon retour, je me suis arrêté à Gotebord, la ville la plus importante de Suède, après Stockholm. J'ai employé la journée que j'y ai passé à rendre visite à tous les bureaux et agences de tourisme de la localité. L'accueil qui m'a été réservé a été, partout, excellent. Ils sont toujours très heureux de recevoir nos publications qui, m'ont-il assuré, jouissent de la faveur du public, grâce à leur parfaite présentation.

Ils m'ont, par contre, confié que nos affiches laissent à désirer. Une plus grande variété, de la nouveauté, leur parait grandement nécessaire.

M. Henrickson m'avait indiqué d'autres villes offrant un champ d'action appréciable pour le tourisme. J'aurai bien voulu visiter ces différents centres afin d'entrer en contact direct avec les diftérentes agences de voyages réparties sur ce territoire, seul moyen d'établir, comme vous l'avez toujours dit, un système de liaison efficace entre la T. D. A. E. et les Bureau de Voyages.

Je ne pus m'y rendre, à mon grand regret, car, conformément à vos instructions, je devais rejoindre Paris.

Dans l'espoir que ce rapport sera de quelque utilité et qu'il aidera à combler les lacunes de nos efforts en Scandinavie, je vous prie, Monsieur le Secrétaire, d'agréer les assurances de ma haute considération.

FROM PARIS

Paris, le 26 Février 1935

Monsieur le Secrétaire,

Aussitôt rentré à Londres, de Stockholm, après avoir rempli ma mission, un peu précipitamment, en Suède vous m'avez demandé de rejoindre Paris afin d'activer la distribution annuelle des publications de la T.D.A. étant donné l'indisposition de M. Bianchi.

Toutefois, grâce au bienveillant appui de S.E. Fakhry Pacha qui voulut bien mettre à la disposition de notre cause les employés de la Légation, je pus m'acquitter de cette tâche dans les meilleures conditions possibles malgré que la saison fût déjà bien avancée.

Je commençai ma visite par les bureaux les plus importants que vous m'aviez désignés avant mon départ de Londres : les 4 branches de Wagons Lits Cook, American Express, Cunard Line, United Travel Services, Banque Misr, Dean & Dawson, Les Messageries Maritimes, P. & O., Bennett's, Orbis, Daily Mail, Chicago Tribune New-York Herald, Duchemin, Exprinter, Sitmar-Lloyd Triestino, Kuoni, Le Bourgeois, Voyages Modernes, Nordisk Resebureau, Aux Trois Quartiers, Lafayette, Bon Marché, Le Figaro, Le Petit Parisien, Lubin, Saht, Hernn, Perron, Krall, Le Printemps, Centrofa C.I.T. Stockcell Co. etc. etc.

Partout ces visites furent hautement appréciées et nos publications reçues avec le plus vif plaisir et rangées dans les meilleures places ; plusieurs affiches ont été exposées dans les vitrines, sur ma prière.

De toute part, il me fut rappelé que notre Egypte est le premier pays touristique du monde entier et qu'il importe de déployer un peu plus d'activité afin de le rendre plus accessible aux innombrables touristes qui souhaitent ardemment de le voir ou le revoir.

Il me fut également rappelé que les moyens de publicité ont pris ces dernières années une envergure nouvelle et que pour concourir avec les autres pays qui dépensent des centaines de milliers de livres et qui arrivent ainsi à attirer chez eux des millions de touristes chaque année, il s'impose à l'Egypte d'élargir les crédits par elle affectée à la propagande touristique.

Je ne veux tout de même pas trop m'étendre sur ces données élémentaires que vous connaissez d'ailleurs beaucoup mieux que moi, et me permets de passer tout de suite aux suggestions pratiques que m'amènent à formuler mes investigations auprès des différentes personnalités que j'eus l'occasion de voir durant mon séjour à Paris.

1° — Les prix indiqués dans ses publications doivent être exprimés en monnaie française, le citoyen français n'étant pas en général familier avec les autres devises et il importe de lui donner tout de suite une idée des frais qu'il aurait à encourir.

2° — Illustrer les petites brochures des billets combinés et les agrémenter de q.q. photos à l'instar de la brochure anglaise « Winter in Egypt ».

3° — Faire éditer un petit dépliant illustré sous le titre de « L'Egypte vous invite » ou « Invitation au voygae » etc. susceptible d'envoi sous enveloppe ordinaire par les bureaux de voyages à leur clientèle respective, comme ils le font pour les autres pays, à l'approche de la saison.

4° — Faire parvenir régulièrement aux journaux qui reçoivent une certaine subvention de la T.D.A. des photos d'actualités, des nouvelles mondaines ou des découvertes archéologiques.

5° — Commencer la campagne de presse plus tôt que d'ordinaire avant que les personnes aient déjà fixé leur choix sur un autre pays.

6° — Si possible, commencer la distribution des publications au début d'Octobre afin que les personnes qui auraient été touchées par la publicité puissent trouver dans les bureaux de voyages toute la documentation nécessaire.

7° — Organiser avec le concours de nos légations et consulats à l'étranger des conférences publiques ou diffusées par radio, des séances de projection, des réunions, etc. etc. dont le compte rendu serait reproduit dans les journaux et servirait de publicité gratuite.

8° — Changer le jour du samedi réservé à la publication des annonces dans les journaux « Chicago Tribune, New-York Herald », par le mardi ou le mercredi pour le faire coïncider avec l'arrivée du courrier d'Egypte apportant les nouvelles et les photos.

9° — Etablir une liaison directe entre la T.D.A. et les bureaux de voyages par des visites personnelles, au moins deux fois par an, au début de la campagne de propagande et vers le milieu de la saison afin de surveiller de près le succès obtenu par notre publicité et les lacunes qui peuvent y exister.

Et là, Monsieur le Secrétaire, je crois que vous partagez mon avis sur la nécessité très urgente de cette liaison, surtout dans les pays où nous ne possédons pas d'organisations semblables à celles de Londres.

Le budget trop restreint de la T.D.A. ne lui permet malheureusement pas (pour le moment du moins) de fonder des bureaux dans les villes importantes de l'Europe.

Les intérêts que nous pouvons en tirer sont trop importants pour que je me permette de les passer sous silence.

Il est un tas de questions que ne peuvent résoudre les lettres ou les coups de téléphone, un tas de malentendus qu'une visite appropriée dissipe aussitôt, beaucoup de concurrences déloyales qui prennent des mesures dangereuses en l'absence d'un représentant de nos intérêts.

Ces modestes démarches montrent à l'évidence l'utilité des fonctions qui seraient devolues au délégué (trait d'union) de la T.D.A.

Au demeurant, ce délégué aurait également à se rendre même dans les centres où nous possédons des bureaux, pour se rendre compte de ce qui s'y fait, des besoins nouveaux et, le cas échéant pour constituer un point de contact entre la T.D.A. les bureaux de voyages et les consulats égyptiens. C'est ainsi qu'il aurait notamment à :

1° — Contrôler les mouvements des billets combinés — système considéré à juste titre comme un de nos principaux moyens de propagande et leur mise en avant par les bureaux.

2° — Ravitailler les bureaux au fur et à mesure de leurs besoins par nos documents et même prévenir leurs demandes à ce sujet.

3° — Etablir sur place et réaliser les moyens et les mesures de publicité propres à chaque ville, tels qu'ils se trouvent révélés par les conditions locales particulières.

4° — Activer et renforcer par des visites répétées et des hardiesses dosées, les relations de la T.D.A. avec les hommes de la presse, les personnalités en vue et les directeurs des administrations touristiques et bureaux de voyages.

5° — Prévoir les insuffisances et les défauts de notre organisation publicitaire et proposer les mesures appropriées à chaque pays.

6° — Intéresser davantage nos consulats à l'étranger à la cause de notre Association et user de diplomatie et de tact afin de les amener à une collaboration plus étroite à nos efforts.